

## **ABSTRACT**

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### ***THE INFLUENCE OF ENTREPRENEURSHIP EDUCATION, ENTREPRENEURIAL SELF-EFFICACY, NEED FOR ACHIEVEMENT AND ENTREPRENEURIAL INTENTION AMONG UNIVERSITY STUDENTS IN THE MEDAN AREA***

*This research aims to determine the influence of Opportunity Recognition (OR) on Entrepreneurial Self-Efficacy (ESE), to determine the influence of Opportunity Recognition (OR) on Entrepreneurial Intention (EI), to determine the influence of Opportunity Recognition (OR) on Need For Achievement (NA) , to determine the influence of Entrepreneurship Knowledge Acquisition (EKA) on Entrepreneurial Self-Efficacy (ESE), to determine the influence of Entrepreneurship Knowledge Acquisition (EKA) on Entrepreneurial Intention (EI), to determine the influence of Entrepreneurship Knowledge Acquisition (EKA) on Need For Achievement (NA) , to determine the influence of Entrepreneurial Self-Efficacy (ESE) on Entrepreneurial Intention (EI), to determine the influence of Need For Achievement (NA) on Entrepreneurial Intention (EI). The type of research used in this research is research. The population in this study were all university students in the Medan area. The sampling method used is purposive sampling. The conclusion of this research is that Opportunity Recognition (OR) has an effect on Entrepreneurial Self-Efficacy (ESE), Opportunity Recognition (OR) has no effect on Entrepreneurial Intention (EI), Opportunity Recognition (OR) has an effect on Need For Achievement (NA), Entrepreneurship Knowledge Acquisition (EKA) has an effect on Entrepreneurial Self-Efficacy (ESE), Entrepreneurship Knowledge Acquisition (EKA) has no effect on Entrepreneurial Intention (EI), Entrepreneurship Knowledge Acquisition (EKA) has an effect on Need For Achievement (NA), Entrepreneurial Self-Efficacy (ESE ) has no effect on Entrepreneurial Intention (EI), Need For Achievement (NA) has an effect on Entrepreneurial Intention (EI).*

**Keywords:** *Opportunity Recognition, Entrepreneurial Self-Efficacy, Entrepreneurial Intention, Need For Achievement, Entrepreneurship Knowledge Acquisition.*

## ABSTRAK

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### **PENGARUH *ENTREPRENEURSHIP EDUCATION*, *ENTREPRENEURIAL SELF-EFFICACY*, *NEED FOR ACHIEVEMENT* DAN *ENTREPRENEURIAL INTENTION* DI KALANGAN MAHASISWA UNIVERSITAS DI WILAYAH MEDAN**

Penelitian ini bertujuan untuk mengetahui pengaruh *Opportunity Recognition* (OR) terhadap *Entrepreneurial Self-Efficacy* (ESE), untuk mengetahui pengaruh *Opportunity Recognition* (OR) terhadap *Entrepreneurial Intention* (EI), untuk mengetahui pengaruh *Opportunity Recognition* (OR) terhadap *Need For Achievement* (NA), untuk mengetahui pengaruh *Entrepreneurship Knowledge Acquisition* (EKA) terhadap *Entrepreneurial Self-Efficacy* (ESE), untuk mengetahui pengaruh *Entrepreneurship Knowledge Acquisition* (EKA) terhadap *Entrepreneurial Intention* (EI), untuk mengetahui pengaruh *Entrepreneurship Knowledge Acquisition* (EKA) terhadap *Need For Achievement* (NA), untuk mengetahui pengaruh *Entrepreneurial Self-Efficacy* (ESE) terhadap *Entrepreneurial Intention* (EI), untuk mengetahui pengaruh *Need For Achievement* (NA) terhadap *Entrepreneurial Intention* (EI). Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian . Populasi dalam penelitian ini yaitu semua mahasiswa Universitas di wilayah Medan. Metode sampling yang digunakan adalah *purposive sampling*. Kesimpulan pada penelitian ini adalah *Opportunity Recognition* (OR) berpengaruh terhadap *Entrepreneurial Self-Efficacy* (ESE), *Opportunity Recognition* (OR) tidak berpengaruh terhadap *Entrepreneurial Intention* (EI), *Opportunity Recognition* (OR) berpengaruh terhadap *Need For Achievement* (NA), *Entrepreneurship Knowledge Acquisition* (EKA) berpengaruh terhadap *Entrepreneurial Self-Efficacy* (ESE), *Entrepreneurship Knowledge Acquisition* (EKA) tidak berpengaruh terhadap *Entrepreneurial Intention* (EI), *Entrepreneurship Knowledge Acquisition* (EKA) berpengaruh terhadap *Need For Achievement* (NA), *Entrepreneurial Self-Efficacy* (ESE) tidak berpengaruh terhadap *Entrepreneurial Intention* (EI), *Need For Achievement* (NA) berpengaruh terhadap *Entrepreneurial Intention* (EI).

**Kata kunci:** *Opportunity Recognition, Entrepreneurial Self-Efficacy, Entrepreneurial Intention, Need For Achievement, Entrepreneurship Knowledge Acquisition.*